



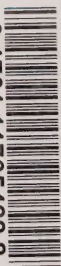
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CANADA COMMUNITY INVESTMENT PLAN

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THE SME GROWTH ADVANTAGE

WHAT IS THE CANADA COMMUNITY INVESTMENT PLAN (CCIP)?

The plan is a federal program: it is an integrated approach to economic development by communities like yours that are outside Canada's main financial centres. It establishes services to facilitate access to risk capital to help your most promising small and medium-sized enterprises (SMEs) grow.

WHAT ADVANTAGE DOES CCIP GIVE COMMUNITIES?

It allows them to build up their economic base by helping fast-growth businesses that might otherwise migrate in search of risk capital.

The businesses being helped are job creators and the feedstock of the community's future economic development.

WHAT BUSINESSES ARE INVOLVED?

SMEs needing less than \$750 000 in risk capital, often not eligible for conventional financing, that can offer investors a good return on their investment.

ARE WE TALKING HIGH-TECH BUSINESSES?

Most of these businesses are advancing technology. All have fresh new ideas. They are our future.

Canmore

Halifax

Kitchener
Waterloo

Fredericton

Burlington

London

HOW DO CCIP PILOT PROJECTS FOSTER THE GROWTH OF THESE COMPANIES?

Generally, they coach them in the skills they need to attract private investors, then introduce them to investor networks. There is no direct financing by the federal government or the CCIP pilot projects.

Industry Canada provides the information necessary to make an entrepreneur "investor ready" on its Web site, Steps to Growth Capital. Communities use this information as a base for workshops and seminars.

When it comes to the details of how CCIP projects operate, each is as different as the community and client businesses it serves.

AREN'T OTHER ORGANIZATIONS DOING THE SAME THING?

No. CCIP fills a niche in financing. Entrepreneurs who have invested their own money — and all that is available from friends, family and loans — need risk capital to bring them to the point where they are eligible for conventional financing. That's where CCIP comes in to fill the gap.

HOW MUCH MONEY IS AVAILABLE?

It is estimated that there are billions of dollars in risk capital available from private investors across Canada. CCIP pilot projects facilitate access to this private capital.

Medicine Hat

Mount Pearl

North Bay

Moncton

Niagara

Okanagan

WHO BENEFITS FROM CCIP?

Communities benefit by strengthening their economic base, creating jobs and keeping their home-grown businesses at home.

Entrepreneurs benefit by becoming "investor ready" and by learning how to attract risk capital to help grow their businesses.

Private investors benefit by knowing that the businesses introduced to them through CCIP have done their homework and are ready for consideration.

Conventional financing organizations, such as banks and venture capital companies, benefit by having a new crop of customers that will be brought to a stage of growth where they are eligible for conventional financing.

Canada benefits because increasingly the success of our economy is based on the success of our SMEs.

HOW DO YOU KNOW CCIP WORKS?

Twenty-two CCIP pilot projects have pioneered the way. They are developing creative approaches and have demonstrated success in terms of investment deals made, companies helped and jobs created.

Saint-Hyacinthe

Sault Ste. Marie

Sherbrooke

Sarnia-Lambton

Shawinigan

Swift Current



HOW CAN I FIND OUT MORE?

While this federal program does not provide direct funding, the valuable experience of the 22 pilot projects is available. Any community that wants to play a part in a community investment plan can find more information on CCIP through the following media:

The CCIP Web site:

<http://ccip.ic.gc.ca>

The Steps to Growth Capital Web site:

<http://growth.ic.gc.ca>

The CCIP Secretariat e-mail:

secretariat@ic.gc.ca

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QUELS SONT LES FONDS DISPONIBLES?

On estime qu'il y a, dans l'ensemble du Canada, des milliards de dollars en capital de risque aux mains d'investisseurs privés. Les projets pilotes du PICC facilitent l'accès à ce capital privé.

QUI PEUT TIRER PROFIT DU PICC?

Les **collectivités**, car le plan leur permet de consolider leur base économique, de créer des emplois et d'éviter que les entreprises quittent le milieu.

Les **entreprises**, car elles apprennent à chercher des investisseurs et à attirer le capital de risque, ce qui assurera leur croissance.

Les **investisseurs privés**, car ils savent que les entreprises qui leur ont été présentées par le PICC ont convenablement préparé leur dossier.

Les **organismes de financement classique**, tels que les banques et les sociétés à capital de risque, car ils auront bientôt cette nouvelle clientèle, une fois qu'elle sera parvenue à un stade de croissance l'autorisant à demander un financement classique.

Le **Canada**, car son succès économique est de plus en plus associé à celui des petites entreprises.

COMMENT SAVOIR SI LE PICC FONCTIONNE BIEN?

Vingt-deux projets pilotes ont tracé la voie. Leur ingéniosité leur a permis d'obtenir de beaux succès, tant par les ententes d'investissement conclues que par le nombre d'entreprises soutenues et les emplois créés.



COMMENT PUIS-JE EN SAVOIR D'AVANTAGE?

Bien que ce programme fédéral ne donne pas de financement direct aux entreprises, celles-ci peuvent cependant profiter de la précieuse expérience acquise par les 22 projets pilotes. Toute collectivité voulant participer à un plan d'investissement communautaire peut obtenir des renseignements supplémentaires aux adresses suivantes :

Site Web du PICC

<http://picc.ic.gc.ca>

Site Web

Étapes vers le capital de croissance

<http://croissance.ic.gc.ca>

Adresse électronique du secrétariat du PICC

secretariat@ic.gc.ca

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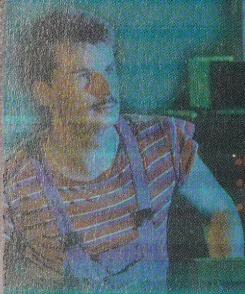
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PLAN D'INVESTISSEMENT COMMUNAUTAIRE DU CANADA



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